



INTERCOLLEGIATE
BROADCASTING
SYSTEM

In Reply, Address:

1562 Van Vranken Avenue
Schenectady 8, New York

Washington 20, D. C. • Schenectady 2, N. Y.

May 19, 1953

Station Manager
WCSR
Smith College
Northampton, Massachusetts

Dear Station Manager:

On April 19 the Governing Council of IBS approved the agreement negotiated by the Board of Directors of IBS with the College Radio Corporation of Columbus, Ohio, naming them exclusive national advertising representative of IBS in place of the Thomas F. Clark Company. The College Radio Corporation will eventually succeed the Eastern States Radio Corporation and both companies will be operated by the same personnel.

Since May 9, 1952 the Eastern States Radio Corporation has been limited by agreement with IBS to being a producer of package radio programs over campus stations, these programs to be approved by IBS. The programs so approved were the Newscast Plan (except for the product exclusivity clause which was inserted without IBS approval), the Play-by-Play Sports Plan and the Music Plan. IBS stations were represented for other types of advertising by the Thomas F. Clark Company.

Prior to becoming exclusive national advertising representative of IBS, CRC had built up a list of 108 college radio stations which it was representing for the package programs. Seventy of these were on the IBS Rate Card.

For the time being, IBS has given CRC permission to represent the non-IBS stations on this list for all forms of radio commercials, so as not to upset relationships that CRC has established with potential sponsors. However, this situation is not to be considered permanent as IBS can withdraw its approval at any time it appears advantageous to do so.

The result of these developments is that temporarily your station is on the CRC list, and temporarily is represented by CRC for all forms of radio commercials, rather than simply for package programs.

Eastern States has announced that they have renewed the contract for the Lucky Strike Newscast Plan, for nearly all the

2- Smith College

stations in the plan during this current semester, and that they have succeeded in having the objectionable exclusivity clause eliminated. IBS is certainly pleased at this development and appreciates the cooperation of all its member stations which helped bring pressure to bear to have the objectionable clause removed. CRC has announced its intention of trying to secure other cigarette sponsors for the coming semester.

CRC has also secured a contract for one minute U.S. Air Force recruiting spots over 75 stations to run through May of this year.

These developments speak well for the ability of CRC to sell college radio. We are sure you will wish to be sure that your station will always be in a position to be included whenever possible in national advertising contracts developed by the national advertising representative of IBS.

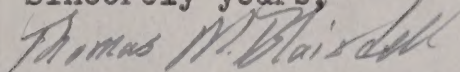
IBS offers its stations many other services besides national advertising, as explained in the enclosed literature.

We invite your station to join IBS and enclose appropriate blanks.

TMB/jfb

Encl:
I-211
I-219
I-268
I-309A

Sincerely yours,



Thomas M. Blaisdell
Public Relations Manager

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Sincerely yours,

Thomas M. Stinson
Public Relations Manager

TMS/jfb

Encl:
I-211
I-212
I-258
I-259
I-303A